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GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
FARMAGUDI, PONDA –GOA

B.COM. CBCS (SEMESTER I) INTRA SEMESTER ASSESSMENT (ISA-I) TEST, SEPTEMBER 2022

MARKETING MANAGEMENT

Duration: 30 minutes

Marks: 10 marks

Q.1. Write a short note on ANY 2 of the following: **(2 x 1=2 marks)**

- 1) Marketing
- 2) Branding
- 3) Product Planning

Q.2. Answer ANY FOUR of the following questions: **(4 x 2=8 marks)**

- 1) State the importance of marketing **(4 points)**
- 2) Explain the reasons for new product development **(2 reasons)**
- 3) Write a short note on product life cycle.
- 4) Explain the essentials of a good brand name.
- 5) Explain the reasons for failure of a new product. **(2 reasons)**